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MARKETING FIRM EARNS 19 ADDY AWARDS

BEAUMONT, TX (March 9, 2008) -- The Lee Group announced Tuesday that the firm received 19 awards in the 2008-2009 Addy Awards hosted by AAF—Beaumont on February 28th and AAF-Houston on February 21st. The “Addys” celebrate the best and brightest creative in advertising, public relations and marketing communications.

In addition to five Gold Addys, six Silver Addys and three Bronze Addys, the Texas-based marketing firm won two Judges Awards for work produced for Workforce Solutions Southeast Texas and a promotional direct mail piece created for The Lee Group. The firm also earned the advertising federation’s highest honors with a “Best of Show” award for its “Bank Where U Live” television campaign produced for CommunityBank of Texas.

Gold Addys, the top award honoring the best in advertising, were earned for graphic design and advertising created for CommunityBank of Texas and for The Lee Group.

Silver Addys were awarded to the agency for work produced for CommunityBank of Texas, Workforce Solutions Southeast Texas, Pinnacle Financial Strategies and The Lee Group. Bronze Addys were awarded for work produced for Broadway Bank and CommunityBank of Texas; and a Certificate of Merit was awarded for The Lee Group’s Christmas Card.

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The AAF-Beaumont and AAF-Houston Addy Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation. The American Advertising Awards Competition is the industry's largest and most representative competition for creative excellence.

Founded in 1980, The Lee Group is a full-service marketing and advertising firm with offices in Beaumont and Houston.

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